

ORDER



Orders

Order / Rev:	683502
Alt Order #:	06142974
Product Desc:	KAINE FOR SENATE
Estimate:	11103
Flight Dates:	10/22/12 - 10/28/12
Original Date / Rev:	05/14/12 / 05/14/12
Order Type:	Political

	WUSA
Primary AE:	<u>Aaron Ashe</u>
Sales Office:	<u>T-WAS</u>
Sales Region:	NAT

Agency

Name: Media Strategies & Research/ POL

Buying Contact: _____

Billing Contact: _____

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Kaine,T/D/Sen/VA
Demographic:	A35+
Product Codes:	PL-US Senate
Priority:	P-5
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	83	\$129,750.00	\$110,287.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	83	\$129,750.00	\$110,287.50	0.00
Totals	83	\$129,750.00	\$110,287.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	23%	\$129,750.00
Market	100%	\$564,130.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$5,641.30
WDCA	1%	\$5,641.30
WJLA	19%	\$107,184.78
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$197,445.65
WTTG	21%	\$118,467.39
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/22/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$450.00		0.00			
E 2	WUSA	10/22/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$500.00		0.00			

Order / Rev: 683502
 Alt Order #: 06142974
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate: 11103
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	10/22/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF--		5		\$300.00		0.00				
E 4	WUSA	10/27/12	10/27/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM -----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1		\$150.00		0.00				
E 5	WUSA	10/26/12	10/26/12	10-11a Let's Make a Deal	CM	10-11a ----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1		\$200.00		0.00				
E 6	WUSA	10/23/12	10/25/12	Price Is Right The Price is Right	CM	11a-12p -T-T---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-T-T---		2		\$375.00		0.00				
E 7	WUSA	10/24/12	10/26/12	9 News @ Noon 9 News @ Noon	CM	12-1230P --W-F--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--W-F--		2		\$300.00		0.00				
E 8	WUSA	10/22/12	10/23/12	DT Soaps	CM	1230-3p MT----- (12:30 PM-3:00 PM)	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MT-----		2		\$400.00		0.00				
E 9	WUSA	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a -----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1		\$1,000.00		0.00				
E 10	WUSA	10/23/12	10/25/12	3-4p The Doctors	CM	3-4p -T-T---	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-T-T---		2		\$225.00		0.00				
E 11	WUSA	10/22/12	10/26/12	4-5p Dr. Phil	CM	4-5p M-W-F--	:30	3	\$325.00	P-3	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-W-F--		3		\$325.00		0.00				
E 12	WUSA	10/22/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p MTWTF--	:30	10	\$700.00	P-2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF--		10		\$700.00		0.00				
E 13	WUSA	10/22/12	10/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF--		5		\$900.00		0.00				
E 14	WUSA	10/22/12	10/26/12	CBS Evening News CBS Evening News	CM	630-7p MTWTF--	:30	5	\$3,500.00	P-2	0.00	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF--		5		\$3,500.00		0.00				
E 15	WUSA	10/22/12	10/26/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF--		5		\$800.00		0.00				
E 16	WUSA	10/27/12	10/27/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p -----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1		\$350.00		0.00				
E 17	WUSA	10/27/12	10/27/12	CBS Evening News Saturday CBS Evening News Saturday	CM	Sat 630-7p -----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1		\$600.00		0.00				

Order / Rev: 683502
 Alt Order #: 06142974
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate: 11103
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	10/27/12	10/27/12	CBS Evening News Sat	CM	Sat 630-7p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				CBS Evening News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$600.00		0.00			
E 18	WUSA	10/28/12	10/28/12	CBS Evening News Sun	CM	6-630P	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				CBS Evening News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$600.00		0.00			
E 19	WUSA	10/28/12	10/28/12	9 News @ 630p Sun	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				9 News @ 630PM Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$400.00		0.00			
E 20	WUSA	10/22/12	10/26/12	Entertainment Tonight	CM	730-8P	M-WTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-WTF--					4	\$800.00		0.00			
E 21	WUSA	10/22/12	10/22/12	Mon Prime B	CM	9-10P	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
				Two and Half Men/Mike and Mo											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$12,000.00		0.00			
E 22	WUSA	10/23/12	10/23/12	Tue Prime B	CM	9-10P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
				NCIS: Los Angeles											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$14,000.00		0.00			
E 23	WUSA	10/24/12	10/24/12	Wed Prime C	CM	10-11P	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
				CSI: Crime Scene Investigation(10:00 PM-11:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$7,000.00		0.00			
E 24	WUSA	10/25/12	10/25/12	Thu Prime B	CM	9-10P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
				Person of Interest											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$10,000.00		0.00			
E 25	WUSA	10/26/12	10/26/12	Fri Prime C	CM	10-11P	----F--	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
				Blue Bloods											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					1	\$2,800.00		0.00			
E 26	WUSA	10/27/12	10/27/12	Sat Prime B	CM	9-10P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Crimetime Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,200.00		0.00			
E 27	WUSA	10/28/12	10/28/12	Sun Prime D	CM	10-11P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
				CSI Miami		(10:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$7,000.00		0.00			
E 28	WUSA	10/22/12	10/26/12	9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	8	\$2,500.00	P-2	0.00	NM	8	\$20,000.00
				9 News @ 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					8	\$2,500.00		0.00			
E 29	WUSA	10/27/12	10/27/12	9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				9 News @ 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$2,500.00		0.00			
E 30	WUSA	10/28/12	10/28/12	9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				9 News @ 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$2,500.00		0.00			
E 31	WUSA	10/22/12	10/25/12	Letterman	CM	1135P-1237A	MT-T---	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
				Late Night with David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

2974

MAY14/12 13.31
** WUSA-TV **

EP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD 23/	STS
3	M-F		700A-900A			30	10/22	10/26			P2		5	\$300.00			5
PROGRAM : EARLY SHOW																	
4	SAT		800A-1000A			30	10/27	10/27			P3		1	\$150.00			1
PROGRAM : CBS SAT MORN																	
5	FRI		1000A-1100A			30	10/26	10/26			P3		1	\$200.00			1
PROGRAM : LETS MAKE A DEAL																	
6	TU,TH		1100A-1200N			30	10/23	10/25			P3		2	\$375.00			2
PROGRAM : PRICE IS RIGHT																	
7	W,F		1200N-1230P			30	10/24	10/26			P3		2	\$300.00			2
PROGRAM : NOON NEWS																	
8	M-TU		1230P-300P			30	10/22	10/23			P2		2	\$400.00			2
PROGRAM : CBS SOAPS																	
9	SUN		900A-1030A			30	10/28	10/28			P3		1	\$1,000.00			1
PROGRAM : CBS SUNDAY MORN																	
10	TU,TH		300P-400P			30	10/23	10/25			P2		2	\$225.00			2
PROGRAM : THE DOCTORS																	
11	M,W,F		400P-500P			30	10/22	10/26			P2		3	\$325.00			3
PROGRAM : DR PHIL																	
12	M-F		500P-600P			30	10/22	10/26			P2		10	\$700.00			10
PROGRAM : 5P NEWS																	
13	M-F		600P-630P			30	10/22	10/26			P2		5	\$900.00			5
PROGRAM : 6P NEWS																	
14	M-F		630P-700P			30	10/22	10/26			P2		5	\$3,500.00			5
PROGRAM : CBS EVE NEWS																	

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

MAY14/12 13.31
*** WUSA-TV ***

42974

REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	23/	SPOT /LIN
27		SUN	1000P-1100P			30	10/28	10/28			PLAN 12	1	\$7,000.00					1
PROGRAM : CSI MIAMI																		
28		M-F	1100P-1135P			30	10/22	10/26			PLAN 12	8	\$2,500.00					8
PROGRAM : 11P NEWS																		
29		SAT	1100P-1135P			30	10/27	10/27			PLAN 12	1	\$2,500.00					1
PROGRAM : SAT 11P NEWS																		
30		SUN	1100P-1135P			30	10/28	10/28			PLAN 12	1	\$2,500.00					1
PROGRAM : SUNDAY 11P NEWS																		
31		M-TU,TH	1135P-1235A			30	10/22	10/25			PLAN 13	3	\$400.00					3
PROGRAM : LETTERMAN																		
32		SAT	1135P-1235A			30	10/27	10/27			PLAN 13	1	\$225.00					1
PROGRAM : CRIMINAL MINDS																		
OCT/12													129750.00	CONTRACT TOTAL				
														TOTAL SPOTS				
														129750.00				
														83				

MARKET TOTALS \$564,130 WUSA 23% WTTG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%

SVC- NSI
DEMOS- RA35+*